

Message Text

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PAGE 01 STATE 006079
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/OIM/RM. 4211/RTURNER, CMM/LFM
APPROVED BY EB/OCA/CM/JJREILLY
COM/OIM/DM/CBARRETT
EUR/RPE/RBRESLER (INFO)

-----120016Z 010679 /62

P 112214Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY LISBON PRIORITY
INFO AMEMBASSY MADRID PRIORITY

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E.O. 11652: N/A

TAGS:BEXP, SP, PO

SUBJECT: PEPSI COLA INVESTMENT IN PORTUGAL

REF: (A) LISBON 0147 (B) STATE 312501

1. UPON RECEIPT REF (A), USDOC CONTACTED A.J. COSTA, V.P.
PEPSICO INTERNATIONAL (PI), WHO, IN TURN, PROVIDED FOLLOW-
ING INFORMATION:

2. ROCHA DOS SANTOS IS NOT DIRECTLY INVOLVED WITH PI
IN SPAIN AND NEITHER HE NOR F.F. SIMOES ARE ACTING ON PI'S
BEHALF. SANTOS FROM LISBON AND WAS ENGINEER WITH SCC
BREWERIES UNTIL ITS RECENT NATIONALIZATION, AFTER WHICH
HE WENT TO MADRID. HE CURRENTLY IS A RANKING ENGINEER/
EMPLOYEE WITH RIO BLANCO THERE. LATTER HAS SCHWEPPES
FRANCHISE FOR ALL SPAIN AND ALSO PARTIAL, LOCAL FRANCHISE
(SOME MARKETS) FOR PI.

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3. COSTA CONSIDERED SANTOS' REQUEST FOR LUNCHEON WITH
AMBASSADOR IS ATTEMPT TO INTERVENE ON BEHALF SCC; IMPLI-
CATION BEING P.I. WOULD BE GRANTING TACIT APPROVAL THIS
REQUEST. COSTA ASSURED USDOC NO SUCH APPROVAL EVER
DISCUSSED WITH PI OFFICIALS, MUCH LESS GRANTED, AND STATED

HE SAW NO PURPOSE IN PROPOSED LUNCHEON IF THIS TO BE
MAIN TOPIC OF DISCUSSION.

4. FERNANDO FARINHA SIMOES WAS UNKNOWN TO COSTA.

5. COSTA MADE NO CHANGE IN HIS EARLIER (REF. B) COMMENTS
CONCERNING MATEUS NEGOTIATIONS.
ROBINSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 11-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770161/aaaacbvr.tel
Line Count: 70
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f0092fdb-c288-dd11-92da-001cc4696bcc
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Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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SAS ID: 3622530
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Status: NATIVE
Subject: PEPSI COLA INVESTMENT IN PORTUGAL
TAGS: BEXP, SP, PO
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vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f0092fdb-c288-dd11-92da-001cc4696bcc
Review Markings:
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